

“Preparation for Implementation of the Area Based Development (ABD) Approach in the Western Balkans”

**3rd Meeting of the Stakeholders` Group of cross-border regions
“Prespa” and “Sharra”**



**TECHNICAL REPORT
about the realized:**

**Training course on communication, presentation techniques,
organization of events and documentation
(for the Stakeholders' Group from “Prespa” cross-border region)**

**April 09th – 11th, 2013
Durrës, Albania**

Background

The SWG strategic framework and operational plan defines the scope for development in the upcoming mid-term period and focuses on the priority needs for regional agriculture and rural development. The main SWG work during upcoming period of few years will be organized through activities implemented in the following areas:

- Networking and capacity enhancement of SWG Member Institutions;
- Facilitating regional cooperation between other rural stakeholders in the SEE region;
- Implementing **area based development approach (ABD) in the SEE region.**

Area Based Development (ABD) is considered to be an innovative approach enabling breakthrough in sustainable growth of rural cross-border regions in the WB countries.

ABD is perceived as suitable for targeting defined geographical areas in cross-border regions in the Western Balkans, characterized by specific complex development problems. The approach as its core principles uses methodology, which is inclusive, participatory, and flexible and ensures integration and coherence. It is suitable in particular for areas where one or several of the following development situations are present: poverty gap, post-natural or human disasters, post-conflict environment and exclusion issues.

As a follow up of the SWG EC Project Preparation Facility: “Preparation of a Proposal for Area-Based Development Project in the Western Balkans” the SWG started with the implementation of EU funded project: “Preparation for implementation of the Area Based Development (ABD) Approach in the Western Balkans” in January 2013.

The overall objective of the proposal for funding of the project: “Preparation for implementation of the Area Based Development (ABD) Approach in the Western Balkans” is to further work on building capacities and structures within the SWG and selected regions in order to be able to implement the forthcoming ABD programmes.

The project objectives are to contribute to sustainable economic growth of target regions “Drina- Tara” (cross-border region between BiH, SRB, MNE), “Prespa” (cross-border region between ALB and MK), “Sharra” (cross-border region between ALB, MK and KOS), and “Drina – Sava” (cross-border region between BiH, HR, SRB) by strengthening the cooperation of public administrations and other public bodies, the private sector and NGO’s in the field of local development and regional cooperation by building-up local and regional cross-border capacities.

The project will promote mutual understanding and cooperation among the stakeholders, regional ownership of the actions to be implemented in function to sustainable economic growth of the SEE cross-border regions.

The project will create framework conditions within the SWG as organization and the SWG member countries for implementation of the area based development approach and in that way contribute to the sustainable growth of the rural cross-border areas of the SEE region.

On behalf of the Regional Rural Development Standing Working Group, the SWG Head Office/ Secretariat as a managing and coordinative body will be responsible for the project implementation.

Introduction

The aim of this Report is to present the undertaken activities and the achieved results from the realized Training on communication, presentation, organization of meetings and documentation for the representatives of the Stakeholder Group from the ABDA cross-border region of "Prespa".

The objective of the 3rd meeting of the Stakeholders from the pilot cross-border regions „Sharra“, „Prespa“, „Drina-Sava“ and „Drina-Tara“ was to build the capacities of the members of these groups on communication, presentation, organization of meetings, documentation, as well as information about the preparation of IPA programming documents.

The training was organized as the second part of the two sets of workshops and as joint activity for the SHG members of "Prespa" and "Sharra" cross-border regions during the period April 9th-11th, 2013 (within 3 working days in two parallel groups - Prespa Group and Sharra Group). It took part in hotel "Belvedere" in Durrës, Albania.

Participants

The group consisted of trainees - representatives of the Stakeholder Group from the cross - border region of "Sharra" (Albania and Macedonia). In total 12 representatives from the region followed and actively participated in the training sessions.

Trainers

Two trainers jointly conducted the training: Hans Rosenbeck, Trainer from Neumarkt, Germany and Zvonko Naumoski, Co-Trainer and Regional Coordinator for Sharra cross-border region at the SWG from Skopje, Macedonia.

The training objectives

The **general objective** of the training was to improve capacities of the Stakeholders for furthering the programmes within the ABDA.

According to the **specific objectives** it was expected that, by the end of this training cycle, the participants will:

- be familiarized with the basic principles of Communication and the communication process itself
- have strengthened abilities to provide an effective presentation, and
- know the basis on how to prepare and document an event

Methodology

The training was designed, tailored and delivered as a moderated, interactive workshop. Participants were actively involved at all stages of the training - they shared their experiences, they developed ideas and tools, practiced what was learned and gave feedback to their colleagues.

The trainers provided theoretical input and guided the group process with a balanced mixture of plenary and group discussions, group exercises on practical examples from the real working context of participants, as well as individual and group presentations of the results from their work.

Short description of the realized activities

The main input was provided through 3 working sessions:

- I - Basics of Communication
- II - Presentation skills, and
- III - Organization of events and documentation

Due to the late arrival of the participants, the training started on Tuesday at 02:00 PM and finished at 06:30 PM (only five trainees were present at the training site during the morning hours and the planned time for the start of the training). The agenda was reorganized in order to adapt the planned and designed activities in accordance to the circumstances caused by the delay of the commencement of the workshop. However, the late start did not affect the planned objectives and designed activities because the trainers re-tailored the training activities. The new approach was to shorten the theoretical part and the "energizers" for the first training day and to leave space for the interactive activities and the trainees' involvement through practical work -group and individual exercises. This approach gave results - all of the planned and essential parts of the training were realized and agenda was implemented.

The training was opened with a short welcoming address by Mr. Zvonko Naumoski, Co - Trainer and Regional Coordinator for the "Sharra" cross-border region.

This was followed by the introduction of the participants and gathering of their expectations.

The participants discussed into small buzzing groups on: What are their expectations and what do they want to learn during this training?

They agreed on the following priorities:

- Improve the presentation skills;
- Learn effective ways of preparing a structure for presentation for public events;
- New techniques for presentation for public events;
- techniques for grabbing the attention of the listeners during presentation and communication;
- Improve the ways for management of communication within a group;
- Preparation and documentation of events;
- Logistical and technical support for preparation of an event;
- Effective organization of an event and a training;
- Exchange of experiences;

After this, the training objectives, the overall and the daily program were presented by the trainers.

Before the start-up of the first input, the participants were also introduced with the working methodology. Also the key principles - writing rules for a good mobile visualisation were presented; a daily feedback committee was established (volunteers from the group/new committee for each day).

Session I - Basics of Communication

By the end of the first day, the participants were interactively involved into the topics related to the communication process - types of communication, key points for an effective communication and the 4 dimensions of a message.

The exercise „the traffic light is green“, was the key basis for discussion of the complexity of the communication and a perfect example on how complex and different: intention, reaction and results can be on a same message.

After the presentation of the daily program and the reflection to the previous day by the feedback committee, the training on communication continued on Wednesday during the first morning session. The role of active listening and asking good questions in the communication process - right versus wrong questions was presented and discussed with the participants. Good questions help to structure resp. guide the communication process and make it fruitful.

The energizing exercise "Runnig pillows" was used as a tool to re-fresh and re-animate the participants (dark & windowless seminar room) in order to continue with the communication training. The following topics were dedicated to the Feed-Back and Criticism in the communication. Feed-back was presented as an effective instrument in order to improve cooperation and mutual understanding. With these topics the training session I was completed.

Session II - Presentation skills

The presentation skills training started after the coffee break. The participants were asked to reflect into their own experiences of being presenters (biggest fears, problems they faced, what they like/dislike about presenting?) and being in the audience (what defines an effective presentation, or what makes a presentation awful?). These discussions were used as introduction into the following topics:

Qualities of an Effective Presenter and different presentation techniques; Planning and Structuring a Presentation; Setting a clear Objective and Hints for Visualization.

The discussions during the morning part of the session were used as a basis for the group work. The participants were asked to prepare their own presentations, related to their working context and to practically apply during the preparation the delivered and discussed information on presentations. This exercise was formatted as a group work - working groups of 2-3 participants. The results were presented at the beginning of the next day.

A short visit to the city of Duress was organized for both groups: "Sharra" and "Prespa" during the late afternoon hours.

Day 3 - the daily program was presented and the elected members of the feedback committee had their 10 minutes to summarize the outcomes from the second working day. The working groups presented their prepared presentations (from the previous day). Feedback upon each presentation was given by the trainers and the participants in a plenary discussion. The feedback was focused both on the methodological part – presentation techniques, appearance and skills as well as on the content (which were the objectives of the presentation? Have these objectives been achieved?)

Session III - Organization of events and documentation

The Session III started after the coffee break. The organization of events was elaborated shortly with a visualized input on the basic contents of a script and how it should look like/why we need it, a typical sequence when organizing an event and the sequence of a moderated event.

Once the discussion was completed a group exercise was given to the participants in order to implement what they have learned into practice. The participants were split into 2 groups to prepare organization and develop a script for two most likely real follow up events related to the ongoing project on Area Based Development Approach in the Western Balkans.

The results of their group work were presented by the representatives from each group and intensively discussed in the plenary.

After that the last issue – documentation of an event (why and how?) was treated. In plenary was presented how a photo-documentation of a (moderated) event should be elaborated. Other documentation and archiving options were not discussed due to time limits.

The training course ended with three types of visualized evaluation:

1. Self Assessment of participants competences - was done at the very beginning and again at the end of the training;
2. Evaluation of the objectives of the training
3. Evaluation relating the success and the fun during the training

Evaluation questionnaires were also distributed to the participants after the end of the 3rd Stakeholders' Meeting, the day after the finalization of the training course on Communication, Presentation techniques, Organization of events and Documentation. Those will be processed by the Regional Coordinators.

Annex I: Realized program

Annex II: Photo documentation

Annex III: List of participants

Annex I – Realized Program

April 08th, 2013 (Monday)

Venue: Hotel "Belvedere", Duress, Albania

Afternoon *Arrival of the participants, accommodation and dinner*

April 09th, 2013 (Tuesday)

Introductory session

14:00 – 15:30 Opening and Introduction of participants
Introduction into the program and methodology (*Gathering of participants' expectations, introduction with the course objectives, the programme and the working methods*)

15:30 – 16:00 Coffee break

Session I – Basics of Communication

16:00 – 18:30 The communication process, types of communication, key points for an effective communication, the 4 dimensions of a message
(Communication exercise: „the traffic light is green“)

19:00 Dinner

April 10th, 2013 (Wednesday)

Continuation of Session I – Basics of Communication

09:00 – 10:30 Outcome from the previous day (presented by the feedback committee)
Questions in a participatory approach:
good questions vs. bad questions

Energizer "Running pillows"

Feed-back and criticism

10:30 – 11:00 Coffee break

Session II – Presentation skills

11:00 – 12:30 Introductory discussion: Problems & Fears with presenting

Qualities of an Effective Presenter and different presentation techniques;
Planning and Structuring a Presentation; Setting a clear Objective;
Hints for Visualization

13:00 - 14:30	Lunch break
14:30 - 16:00	Group work: Preparation of presentations
16:00 - 16:15	Coffee break
16:30	Visit to the city of Durres
20:00	Dinner

April 11th, 2013 (Thursday)

Continuation of Session II – Presentation skills

09:00 – 10:30	Outcome from the previous day (presented by the feedback committee) Presentation of the results from the group work Discussion in plenary and feed-back from trainers and participants
10:30 – 11:00	Coffee break

Session III – Organization of events and documentation

11:00 – 12:30	Preparation of events: issues and elements to be taken into consideration – before, during and after the event; example of a script and To-do-list Moderation cycle and moderation tools Learning by doing exercise: “Preparation of an Agenda” and “To do-list” for the next events planned in the pilot region
13:00 - 15:00	Lunch break
15:00 – 18:00	Presentation of the results from the group work and feed-back in Plenary Documentation – why and how to document, practical example Evaluation of the training course
19:00	Dinner